

HaltonHour Video Post Outline

Things to consider first

Topic:

Choose to focus on one product/service/event. Getting too broad or trying to cram everything in appeals to no-one.

How long:

As long as it takes! You want people to watch and get a good idea of how your product/service/event will help or appeal to them. Don't fluff for the sake getting the minutes in.

Images and audio:

Preferably use your own images and audio. Stock is OK too – but please supply the source and licence. Do not use any watermarked images, even if they are photos of you!

Avoid using background music for copyright reasons. If you do use background music, please provide the licence/rights to use it and any attribution links I need to include.

Save your video files with descriptive names. It makes it easy for me to keep track and know what the video is about AND tells Google what the video is about too... For example:

- your-business-service-location.mp3 or
- my-name-event-location.mp3 or

Language:

English please.

How do I post?

Your video will be posted on our social media channels and the blog at haltonhour.co.uk. Please provide the files and transcript (if possible). Upload your files to a cloud storage platform such as [Dropbox](#) or Google Drive and send the download link to hello@haltonhour.co.uk

The Video!

Intro: What's In It For Me? (WIIFM)

- Highlight the main benefit that people will get from watching your video.
- What is important about your product/service/event – what is the main problem it solves or how does it make people happy?

Video Introduction

- Start with a question. Ask about an issue your product/service/event addresses (about 30-60 seconds)
- Briefly introduce yourself. If you have a branding video sequence – put it here (about 30-60 seconds)

Main Video

- Talk more about how your product/service/event can help people. Use different angles – how can it affect their life or business.
- Talk about why people may have the issue
- Present your solution to this particular issue – your product/service or event
- Show practical examples if you can

What's Your Call To Action?

What action do you want people to take when they finish watching your video? Do you want them to download a guide, join a challenge, follow you on social media, call you, or something else?

Conclusion

- Summarise the main points of your video.
- Add in your Call to Action

FAQ

Can I link to my website and social media profiles?

Yes! Provide a short profile with all your contact info. It will be included in your bio on the website and in the video description.

Can I talk about more than 1 product, service or event?

It's not recommended. The more you try to cram in, the less relevant the video becomes. You're more than welcome to submit several videos.

Is there a minimum or maximum time?

The short answer is no...

You'll cover about 2 minutes with your initial question and introduction. After that, the choice is yours.

When will my video be published?

Publication will depend on the total number of submissions received. If it gets to a point where there is a significant queue of videos waiting to be published, I'll update the publication frequency.

Where will my video be published?

The video will be published on YouTube and embedded on the blog at haltonhour.co.uk Your video may also be uploaded onto other social channels.

Do I need to provide a transcript?

It would make my life far easier if you do!

Can I produce a video about topics other than a product, service or event?

Yes, if it is legal and relevant to Halton.

Terms and Conditions

By submitting your video you agree that:

- HaltonHour can publish your video on the website haltonhour.co.uk and social channels
- HaltonHour can share your video across platforms and make it available for others to share
- HaltonHour can reuse and repurpose your video in part or in whole for republishing across various platforms
- The video is unique to your business/organisation and you have the rights to publish it
- You have the rights to use any images, video clips and music in the video
- You accept responsibility for any copyright claims against the video submitted for publication

Questions?

If you have any questions or want to know more information, please get in touch. *Email:* hello@haltonhour.co.uk